

Message Text

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PAGE 01 COLOMB 04606 161126Z
ACTION NEA-10

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UNCLAS COLOMBO 4606

E.O. 11652:N/A
TAGS: BBSR, CE
SUBJECT: WTDR/FTI THE CHRISTIAN LITERATURE SOCIETY OF CEYLON

REF: USDOC 15176

1. SRI LANKA 2. CNTRY CODE: 542 3. SER. NO: N/A
4. THE CHRISTIAN LITERATURE SOCIETY OF CEYLON

4A. CODE:- 4B. CODE:- 4C. CODE:-

5. 1 CONSISTORY BUILDINGS, FRONT STREET

6. COLOMBO 11, SRI LANKA

7. ESTABL: 1958 8. EMPL:15 9: (21-X) SMALL

10. REPUTATION: (22-X) GOOD

11. N/A

12. RPT. DATE: 12/76

13. 27310 RETL., AGT. AND IMP. OF BOOKS

14. CONTACT: J.M. W. FERNANDO TITLE: SECRETARY

15. CABLE: VEDIC 16. TELEX N/A

17. TEL: 23462

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18. FINANCIAL REF: GRINDLAYS BANK LIMITED, P.O. BOX 112,

37 YORK STREET, COLOMBO 1 AND BANK OF CEYLON, PETTAH
COLOMBO 11.

19. TRADE REF: ZONDERVAN PUBLISHING HOUSE, 1415 LAKE DRIVE,
S.E., GRAND RAPIDS, MICHIGAN 49506; IDEALS PUBLISHING CO.,
11315 WATERTWON PLAN ROAD WEST, MILWAUKEE, WISCONSIN 53226.

20. FOREIGN FIRMS REPRESENTED: AGENCY REPS. OF OVER TEN
YEARS OF THE FOLLOWING FIRMS: (A) S.C. M. PRESS, LONDON, U.K.
FOR BOOKS; (B) ARTHUR JAMES, WORCESTERSHIRE, U.K. FOR BOOKS;
AND (C) KALAKSHESTRA, MADRAS, INDIA FOR BOOKS.

21. THE FIRM, WHICH WAS INCORPORATED UNDER THE COMPANIES
ORDINANCE NO. 51 OF 1938, IS LOCATED IN A RENTED PORTION OF
THE FIRST FLOOR OF A TWO STORIED BUILDING SITUATED ALONG A
VERY BUSY ROAD IN THE PETTAH, AN IMPORTANT BUSINESS AND
SHOPPING CENTER OF COLOMBO. IT IS MANAGED BY A COMMITTEE
OF THE GENERAL COUNCIL WHICH IS REPRESENTED BY VARIOUS
DENOMINATIONS OF CHRISTAIN RELIGIOUS BODIES.THE FIRM'S
SHOWCASES DISPLAY RELIGIOUS AND OTHER EDUCATIONAL BOOKS
WHICH IT IMPORTS AND RETAILS. ACCORDING TO THE MANAGEMENT,
ITS GROSS SALES FOR 1975 TOTALLED OVER RS. 200,000 (\$22,600).
LOCAL BANKING SOURCES STATE THAT THE DIRM MAINTAINS A SATISFACTORILY
CONDUCTED CURRENT ACCOUNT AND COULD BE CONSIDERED
GOOD FOR ITS NORMAL BUSINESS ENGAGEMENTS. THE FIRM IS RECOMMENDED
AS A TRADE CONTACT FOR INTERESTED AMERICAN FIRMS.

22. PREPARED BY: SPATHMANATHAN. APPROVED BY:JPSPILLANE
AT: U.S. EMBASSY, COLOMBO, SRI LANKA.
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NNN

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